Permit #F00037083

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00037083 **Type of Permit:** FILMING **Release Date:** 03/02/2011

Production Company HAWTHORNE DIRECT

Insured Company Name HAWTHORNE DIRECT
Contact Phone No. 1 641-472-3800
Contact Phone No. 2 213-482-4115 203
Fax 775-263-8597
Address 300 NORTH 16TH ST
FARFIELD, Iowa 52556

Production Title DIRECT RESPONSE

Type of Production Commercial - Standard

Producer Rita Grant

Director Theresa Wingert

1st AD Matt Zettell

Production Manager Andrew Gardiner

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Andrew Gardiner
Primary Phone Mobile - 323-972-9624
Secondary Phone

Location Assistant n/a n/a
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$276.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,296.00

Number of Locations 1

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Summary Information — Location

Permit Number F00037083
Production Company HAWTHORNE DIRECT
Insured Company HAWTHORNE DIRECT
Production Title DIRECT RESPONSE

Location Manager Andrew Gardiner
Primary Phone Mobile - 323-972-9624
Secondary Phone

Location Address 1744 Buckingham Rd, Los Angeles, CA, 90019

Location Type Private Residence

Film Dates 3/4/2011 - 3/4/2011 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
F37083, Hawthorne Direct.pdf
LaFayette Square July 2009.pdf
LaFayette Square July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	5
Camera cars	1
Cast/Crew vehicles	20
Vans	2

Personnel on Location

Type	Quantity
Crew	25
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Drive ups & away; Equipment on sidewalk & street; Exterior Dialogue; Single direction ITC;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 633 **Grid:** E5

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking
Base Camp Location Type : Other Location 1744 Buckingham Rd,
Crew Parking Location Type : Other Location 4394 West Washington Boulevard Los Angeles, CA 90016,

Posting "No Parking" signs
E/S Buckingham Rd, from Location going North 300' Feet
E/S Buckingham Rd, from Location going South 300' Feet

CANCELED 02/24/2011 PER R GARCIA, FEES DUE

Approximate Footage 301 - 600 **Log Number** 11619

Date(s) 2/25/2011 to 2/25/2011 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs E/S BUCKINGHAM RD, 1744 BUCKINGHAM RD-NORTH 300' & SOUTH 300'

NO PERMIT

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Summary Information — Location

Location 1 of 1

Permit Number	F00037083	**Location Manager**	Andrew Gardiner
Production Company	HAWTHORNE DIRECT	Primary Phone	Mobile - 323-972-9624
Insured Company	HAWTHORNE DIRECT	Secondary Phone	
Production Title	DIRECT RESPONSE		

Approximate Footage	301 - 600	**Log Number**	11959
Date(s)	3/4/2011 to 3/4/2011	**Time(s)**	07:00 to 22:00

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Permit #F00037083

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of *Hawthorne Direct, Inc.* ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 2/17/11 By Steven Schott ← SIGN HERE
Representative's Signature

Hawthorne Direct, Inc. Name of "Principal" (Production Company)	300 N. 16th Street Principal's Address
Steven Schott Print Princpal Representative's Name	Fairfield, IA 52556 City, State, Zip Code
Executive Producer Representative's Title (i.e. UPM, Loc Mgr)	641-472-3800 Principal's Telephone Number

NOT A PERMIT

SPECIAL FILMING CONDITIONS
LAFAYETTE SQUARE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

This is one of the most photogenic neighborhoods in Los Angeles, with beautifully restored, historic turn-of-the-century architecture. Lafayette Square is bounded by Victoria Avenue, Lafayette Road, Venice Boulevard and Washington Boulevard.

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.,** unless affected residents (generally those within 300' of the filming activities and 200' of equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A. The approved times must be indicated on the permit.

- **Weekend or holiday filming will generally not be permitted unless approved by FilmL.A.**

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

- **Posting for parking of production vehicles will be limited to one side of the street only.** Production companies are encouraged to use St. Charles Place.

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Personal vehicles of cast and crew may not park on area streets.** Off street parking must be provided.

- **Filming in the Lafayette Square area requires that notification be given to the representative of the Neighborhood Association.** *The current contact is Jackie Dupont Walker (213) 494-9493.*

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